



## **My Size Names Tao Fleury U.S. Sales Manager**

**Airport City, Israel – December 5, 2018**– [My Size, Inc.](#) (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today that it has named Tao Fleury as its U.S. Sales Manager. Fleury will focus on introducing My Size’s suite of smartphone measurement solutions, like MySizeID, to U.S. retailers searching for innovative technologies to improve customer experience and reduce operating expenses.

Prior to joining My Size, Fleury held positions in sales and business development at Mi9 Retail, a technology company providing solutions to retailers to, among other things, enhance e-commerce sales, customer engagement and business analytics. At Mi9 Retail, Fleury successfully sourced retail prospects that resulted in more than \$15 million in sales, secured meetings with leading department store brands such as Macy’s and Bloomingdales, built customer acquisition strategies that generated a monthly growth rate of at least 10%, and maintained a customer retention rate of 91%.

“I’m thrilled to be joining My Size at such an exciting time for both the Company and the retail industry as a whole. Now, more than ever, consumers are demanding a more personal and efficient shopping experience and retailers are searching for differentiating solutions that enhance their customers’ shopping experience and build loyalty,” said Fleury. “My Size has technology that can change the way consumers buy apparel from retailers, both online and in-store. MySizeID is simple to use and provides benefits to both consumers and retailers. I look forward to an exciting journey ahead.”

“We’re excited to have Tao join the My Size team. Her expertise in retail technologies, sales, and business development will be a tremendous asset to the Company as we continue to seek penetration into the U.S. market for our industry-leading technologies,” said Ronen Luzon, CEO of My Size. “Tao will help us continue to build relationships with leading retailers, and to educate them on the benefits MySizeID can have on their business and their customers.”

### **About My Size, Inc.**

My Size, Inc. (TASE: MYSZ) (NASDAQ: MYSZ) has developed a unique measurement technology based on sophisticated algorithms and cutting-edge technology with broad applications including the apparel, e-commerce, DIY, shipping and parcel delivery industries. This proprietary technology is driven by several algorithms which are able to calculate and record measurements in a variety of novel ways. To learn more about My Size, please visit our website. [www.mysizeid.com](http://www.mysizeid.com). Follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

Please click [here](#) for a demonstration of how MySizeID™ provides a full fashion solution for the retail industry.

Register [here](#) for a one-month free trial of MySizeID solution for your online store.

Please click [here](#) to download MySizeID™ for iOS.

Please click [here](#) for a demonstration of how the BoxSizeID™ app works.

### **Cautionary Statement Regarding Forward-Looking Statements**

This press release contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are identified by the use of the words “could,” “believe,” “anticipate,” “intend,” “estimate,” “expect,” “may,” “continue,” “predict,” “potential,” “project” and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this press release. You should not place undue reliance on these forward-looking statements. Although we believe that our plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, we can give no assurance that these plans, objectives, expectations or intentions will be achieved. Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections. Actual results to differ materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. Forward-looking statements also are affected by the risk factors described in the Company’s filings with the U.S. Securities and Exchange Commission. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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